

ATTORNEY DOCKET NO.  
065027.0103

PATENT APPLICATION

APPLICATION FOR U.S. PATENT UNDER 37 C.F.R. § 1.53(b)  
TRANSMITTAL FORM

Box Patent Application  
ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application  
of:

Inventors:

Barbara J. Boe  
Frisco, Denton County, Texas

Julia M. Hamrick  
Dallas, Dallas County, Texas

Marjorie L. Aarant  
Dallas, Dallas County, Texas

Date Filed:

September 29, 1998

Entitled:

SYSTEM AND METHOD FOR PROFILING  
CUSTOMERS FOR TARGETED MARKETING

Enclosed are:

☒ Specification (41 Total Pages)  
☒ Drawing(s) (17 Total Sheet(s) of    Formal ☒ Informal)  
☒ Combined Declaration and Power of Attorney (4 Total Pages)  
    ☒ Newly executed original  
    ☐ Copy from a prior application  
        (for continuation/divisional only)

☒ An Assignment of the invention to Ignite Sales, Inc. is  
attached. A separate cover sheet in compliance with 37 C.F.R.  
§ 3.28 and § 3.31 is included with an Assignment recordal fee of  
\$40.00 pursuant to 37 C.F.R. § 1.21(h).

☐ Information Disclosure Statement (IDS) PTO-1449  
    ☐ Copies of IDS Citations.

☐ Preliminary Amendment

☒ Certificate of Mailing

☒ Return Receipt Postcard

☐ Other:

Applicant is:

☐ Large Entity

☒ Small Entity

☒ Small Entity Statement enclosed

☐ Small Entity Statement filed in prior application.

Status still proper and desired.

The accompanying application is:

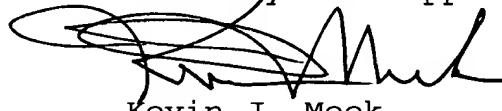
☒ Original

☐ Continuation ☐ Divisional ☐ Continuation-In-Part  
(CIP) of prior application No. \_\_\_\_\_ which is hereby  
incorporated by reference therein.

FEE CALCULATION					FEE
	Number		Number Extra	Rate	Basic Fee
					\$ 395.00
Total Claims:	25	- 20 =	5	X \$11 =	\$ 55.00
Independent Claims	3	- 3 =		X \$82 =	\$
TOTAL FILING FEE =					\$ 450.00

☒ Enclosed is a check in the amount of \$439.00 for filing fee requirements under 37 C.F.R. § 1.16. Please charge any additional fees or credit any overpayment to Deposit Account No. 02-0384 of BAKER & BOTTS, L.L.P. A duplicate copy of this sheet is enclosed.

Respectfully submitted,  
BAKER & BOTTS, L.L.P.  
Attorneys for Applicant



Kevin J. Meek  
Reg. No. 33,738  
September 29, 1998

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No. EM082822938US

09/29/98



09-598 U.S. PTO

Attorney Docket: 065027.0103

PATENT APPLICATION

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe, et al.  
Date Filed: September 29, 1998  
Title: SYSTEM AND METHOD FOR PROFILING  
CUSTOMERS FOR TARGETED MARKETING

Assistant Commissioner of  
Patents and Trademarks  
Washington, D.C. 20231

Dear Sir:

CERTIFICATE OF MAILING BY EXPRESS MAIL

I hereby certify that the attached Application Transmittal, Patent Application, Declaration and Power of Attorney, Assignment and Assignment Recordation Form, Verified Statement Claiming Small Entity - Small Business Concern, Informal Drawings, and checks are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on this 29th day of September, 1998, addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Willie Jiles

Willie Jiles

Express Mail Receipt  
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